

## Message Text

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W

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R 261708Z FEB 76

FM AMEMBASSY DAMASCUS

TO MR. JAMES F. BERE, PRESIDENT

BORG-WARNER CORPORATION

200 SOUTH MICHIGAN AVENUE, CHICAGO, ILLINOIS

TELEPHONE: 312/663-2111

INFO SECSTATE WASHDC 6466

USDOC WASHDC

UNCLAS DAMASCUS 1096

USDOC FOR DIBA/OIM/MCCOWEN

E.O. 11652: N/A

TAGS: BEXP, ST

SUBJECT: DAMASCUS INTERNATIONAL FAIR

FROM AMBASSADOR RICHARD W. MURPHY

DEAR MR. BERE:

IT IS MY PLEASURE TO INVITE YOUR COMPANY TO PARTICIPATE  
IN THE UNITED STATES PAVILION AT THE 23RD DAMASCUS INTERNATIONAL  
FAIR, TO BE HELD JULY 25 TO AUGUST 20, 1976 IN DAMASCUS,  
SYRIA. LAST YEAR'S EXHIBITION WAS MOST SUCCESSFUL, WITH  
23 AMERICAN FIRMS -- MANY OF THEM NEW TO THE RAPIDLY GROWING  
SYRIAN MARKET -- PARTICIPATING. OFF-FLOOR SALES TOTLED  
NEARLY \$4 MILLION, WITH 2,330 REPORTED SALES LEADS AND  
12-MONTH EXPECTED SALES OF OVER \$18 MILLION. MORE  
THAN 1.7 MILLION VISITORS THRONGED THE US. PAVILION,  
TESTIFYING TO THE STRONG INTEREST OF THE SYRIAN  
GOVERNMENT AND PUBLIC IN AMERICAN GOODS AND TECHNOLOGY.

AMERICAN TRADE WITH SYRIA HAS GROWN RAPIDLY FOLLOWING  
THE RESTORATION OF DIPLOMATIC RELATIONS IN JUNE 1974.  
US EXPORTS TO SYRIA IN 1975 TOTLED ABOUT \$127 MILLION,  
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MORE THAN FOUR TIMES THE 1974 FIGURE; WE EXPECT 1976

EXPORTS TO MORE THAN DOUBLE THE IMPRESSIVE 1975 FIGURE. THE ANNOUNCED 1976 SYRIAN BUDGET OF \$4.5 BILLION INCLUDES \$2.9 BILLION FOR ECONOMIC DEVELOPMENT EXPENDITURES; SYRIA'S FOURTH FIVE-YEAR PLAN (1976-1980) CALLS FOR DEVELOPMENTAL EXPENDITURES OF \$16.4 BILLION, MOSTLY IN LARGE CAPITAL PROJECTS. THE SYRIAN GOVERNMENT HAS PUBLICLY STATED ITS STRONG DESIRE THAT AMERICAN FIRMS PLAY A MUCH LARGER ROLE IN REALIZING ITS PLANS FOR ECONOMIC DEVELOPMENT. WE HAVE REESTABLISHED AN AID PROGRAM IN SYRIA, WITH AGREEMENTS TOTALLING \$83 MILLION ALREADY SIGNED IN FY 1975 AND \$90 MILLION REQUESTED FROM CONGRESS IN EACH OF FY 1976 AND FY 1977, AND ITS IMPLEMENTATION WILL DIRECTLY BENEFIT US FIRMS.

THE DAMASCUS INTERNATIONAL FAIR OFFERS THE BEST SINGLE OPPORTUNITY FOR US MANUFACTURERS AND SUPPLIERS TO INTRODUCE THEIR GOODS AND SERVICES INTO SYRIA, AND AT THE SAME TIME TO THOUSANDS OF FAIR VISITORS FROM THE ARABIAN PENINSULA.

GOODS MAY BE EXHIBITED DUTY-FREE AND IMPORT LICENSES ARE GUARANTEED FOR GOODS SOLD AT THE FAIR. THE UNITED STATES DEPARTMENT OF COMMERCE HAS AGREED, AS IN 1975, TO PARTIALLY SUPPORT AMERICAN PARTICIPATION IN THE FAIR WITH FUNDS AND WITH A FULL-TIME EXHIBITION DIRECTOR, WHO WILL ARRIVE IN DAMASCUS ON MAY 1.

I LOOK FORWARD TO HEARING FROM YOU OR YOU MAY CONTACT W. BRADLEY TYRREL, CHIEF, COMMERCIAL PRESENCE FAIRS, OFFICE OF INTERNATIONAL MARKETING, DOMESTIC AND INTERNATIONAL BUSINESS ADMINISTRATION, DEPARTMENT OF COMMERCE, TEL. 202/967-4304/5, OR EXHIBITION DIRECTOR RONALD E. MCCOWEN AT THE SAME NUMBER. AFTER HEARING FROM YOU, WE WILL PROVIDE FURTHER DETAILS CONCERNING PARTICIPATION AGREEMENTS AND COSTS, CURRENTLY ESTIMATED AT 3X4 METER BOOTH RENTAL OF \$2,000 TO \$2,300 AND OUTDOOR SPACE AT \$15/SQ. METER.

WE NEED YOUR SUPPORT, NOT ONLY TO INSURE A SUCCESSFUL AMERICAN EXHIBITION AT THE FAIR, BUT TO CONTINUE UNCLASSIFIED

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THE RAPID DEVELOPMENT OF COMMERCIAL RELATIONS BETWEEN SYRIA AND THE UNITED STATES.

SINCERELY, /S/ RICHARD W. MURPHY, AMBASSADOR.  
PELLETREAU

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## Message Attributes

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**Concepts:** n/a  
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**Disposition Approved on Date:**  
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**Review Action:** RELEASED, APPROVED  
**Review Authority:** castelsl  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 16 JUL 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <16 JUL 2004 by schwenja>; APPROVED <02 SEP 2004 by castelsl>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
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**Subject:** DAMASCUS INTERNATIONAL FAIR FROM AMBASSADOR RICHARD W. MURPHY  
**TAGS:** BEXP, ST  
**To:** BERE JAMES F  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006